

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

C. Amendments to the Claims.

1. (Previously Amended) A franchise system for organizing and establishing a headquarter for business transactions over a network, comprising:

5 at least one headquarter network server;

a plurality of franchise store servers, each corresponding to a different franchise store and connected with the at least one headquarter network server by a network; and

10 a plurality of member servers, each corresponding to a different member terminal and connected with the at least one headquarter network server by the network; wherein

the at least one headquarter network server includes,

a merchandise information memory data that includes information for goods sold by the franchise stores,

15 a home page creation system that accesses the merchandise information memory data for merchandise information to create a home page of each franchise store, and that accesses a home page data memory system to collect additional home page data for the home page of each franchise store, the home page creation system also accessing a franchise store identification (ID) system,

20 a home page sending service that sends home page data for the home page of each franchise store to at least one predetermined member server, including information from the merchandise information memory data,

an order receiving system that processes orders from the plurality of member terminals through the home pages of each franchise store,

25 a received data transfer system that transfers order data received by the order receiving system from the at least one headquarter network server to one of the franchise servers according to the franchise store ID system, the order data including a buyer name and goods ordered, and

30 the franchise store ID system matches a franchise store to a person ordering via a member terminal when the person accesses the franchise system, the franchise

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

store ID system matching franchise stores to the person accessing the franchise system based on uniform resource locator values set up in advance according to predetermined rules.

5 2. (Previously Added) The franchise system of claim 1, wherein:

the merchandise information memory data further includes information for goods not available at one of the franchise stores, but available at the headquarter.

3. (Previously Added) The franchise system of claim 1, wherein:

10 the network includes the Internet.

4. (Previously Added) The franchise system of claim 1, wherein:

the home page sending service sends predetermined guest home page data when a member server accessing the Franchise System does not match any franchise
15 store.

5. (Previously Added) The franchise system of claim 1, wherein:

the uniform resource locator values include a first portion unique to each franchise store and a second portion common to all franchise stores and the
20 headquarters.

6. (Previously Added) The franchise system of claim 1, wherein:

the at least one headquarter network server further includes a member entry data base that identifies previously accessing members and matches said members to
25 a predetermined franchise store according to said member entry data.

7. (Previously Added) The franchise system of claim 6, wherein:

the member entry data base includes member entries comprising a member identification (ID) value, a password, a franchise store code, and a terminal
30 identification (ID) code.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

8. (Previously Added) The franchise system of claim 7, wherein:

at least a portion of the member ID value includes at least a portion of the store code.

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9. (Currently Amended) The franchise system of claim 67, wherein:

at least a portion of the password includes at least a portion of the store code.

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